



**GOVERNOR'S  
ENERGY EFFICIENCY & RENEWABLES TASK FORCE  
JIM DOYLE, GOVERNOR  
STATE OF WISCONSIN**

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Lee Cullen, Chair  
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February 26, 2004

Chairperson Burnie Bridge  
Public Service Commission  
P.O. Box 7854  
Madison, WI 53707-7854

Comm. Ave Bie  
Public Service Commission  
P.O. Box 7854  
Madison, WI 53707-7854

Comm. Robert Garvin  
Public Service Commission  
P.O. Box 7854  
Madison, WI 53707-7854

Re: Energy Efficiency Potential Study

Dear Chairperson Bridge, Comm. Bie and Comm. Garvin:

At its January 13, 2004 meeting, the Governor's Task Force considered whether or not it would be appropriate to ask the Public Service Commission of Wisconsin to arrange for a study of the statewide potential for energy efficiency in the electric and gas industries.

After receiving information about this initiative and discussing it at some length, the Task Force decided that it would be appropriate to make this request. It has been some time since such a study has been performed, and current data about the potential for additional demand-side management measures would be useful and valuable.

One option for such a study would be for the PSCW to contract with a third party with the capability and experience to perform such a study on a timely basis. The public utilities, subject to the PSCW's jurisdiction, could then be assessed for their share of the costs of such a study. The Task Force also believes that the study could be performed for a reasonable sum certain, and could be completed this year.

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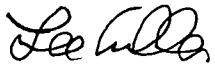
**Task Force Members**

Nino Amato • Rep. Spencer Black • Peter Bock • James Boullion • Forrest Ceel • Sen. Rob Cowles • Lee Cullen • George Edgar • Kristine Euclide • Dave Helbach • Charles Higley • Rep. Scott Jensen • Douglas Johnson • Charles McGinnis • Thomas Meinz • Don Reck • Keith Reopelle • Sen. Fred Risser • Brian Rude • Larry Salustro • Randy Schneider • David Simon • Roy Thilly • Michael Vickerman • Mark Williamson •

Task Force members also asked me to convey to the Commission their availability to work with the Commission or its Staff in developing the parameters and schedule for this study.

Thank you for your consideration of this request. Please feel free to contact me if you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Lee Cullen", written in a cursive style.

Lee Cullen, Chair  
Governor's Task Force on Energy Efficiency and Renewables

cc: Members of the Governor's Energy Efficiency and Renewables Task Force